

1. (Presently Amended)

A lanyard connector, comprising:

a lanyard connector body that is configured to be coupled to the ends of a lanyard substrate, and

a coupling portion extending from the lanyard connector body to thereby allow selective coupling of an attachment to the lanyard connector and selective decoupling of the attachment from the lanyard connector, wherein the lanyard connector body comprises:

- (i) a [first] female body portion that is configured to be coupled to the ends of the lanyard substrate, the female body portion having a proximal portion and a distal portion, wherein the proximal portion of the female body portion is configured to be coupled to the ends of the lanyard substrate; and

- (ii) a [second] male body portion having a proximal portion and a distal portion, the proximal portion of the male body portion being [that is] selectively coupled to the [first] distal portion of the female body portion, wherein the coupling portion extends from the distal portion of the male body portion such that a user can: (A) selectively attach an attachment to the coupling portion; and (B) selectively attach the [first] male body portion [of the connector body] to the [second] female body portion [of the connector body], wherein the male body portion comprises first and second protuberances that are flexible enough to be coupled into the female body portion and are rigid enough to be maintained within the female body portion until the user removes the protuberances from the female body portion, and wherein

the first and second protuberances each include a notched portion configured to selectively contact first and second respective shoulders located in the distal portion of the female body portion.

2. **(Original)** A lanyard connector as recited in claim 1, wherein the first and second portions of the lanyard connector body are each plastic members.

3. **(Presently Amended)** A lanyard connector as recited in claim 1, wherein the [first portion of the lanyard connector body comprises a female portion and the second portion comprises a male portion that is selectively mounted within the female portion] notched portions of the first and second protuberances are located between proximal and distal ends of the respective protuberances.

4. **(Presently Amended)** A lanyard connector as recited in claim 3, wherein the [coupling portion of the lanyard connector is coupled to the male portion of the lanyard connector body] male body portion comprises an elongate member having proximal and distal surfaces and wherein the first and second protuberances each couple to opposing right and left proximal surfaces of the elongate member and wherein the coupling portion extends from the distal surface of the elongate member.

5. **(Presently Amended)** A lanyard connector as recited in claim 1, wherein [the first portion of the lanyard connector body comprises a female buckle portion and the second portion comprises a male buckle portion that is selectively mounted within the female

portion.] the user unbuckles the protuberances by pressing inwardly on the protuberances and moving the first and second portions apart.

6. **(Original)** A lanyard connector as recited in claim 1, wherein the coupling portion is configured to receive an attachment rotatably coupled to the coupling portion.

7. **(Presently Amended)** A lanyard connector as recited in claim 6, wherein the [first and second] male and female portions are configured to be nonrotatably coupled to each other, such that the attachment rotates about the coupling portion while the connector body is firmly, nonrotatably secured to the lanyard substrate.

8. **(Presently Amended)** A lanyard connector as recited in claim 1, wherein [the lanyard connector body receives the ends of the lanyard substrate therein] each of notched portions has a distally oriented face.

9. **(Presently Amended)** A lanyard connector as recited in claim 1, wherein the [second] coupling portion [of the lanyard connector body] comprises a neck upon which an attachment is selectively mounted.

10. (Presently Amended)

A lanyard connector, comprising:

a lanyard connector body that is configured to receive the ends of a lanyard substrate therein, and

a [neck] coupling portion extending from the lanyard connector body to thereby allow selective, rotatable attachment of an attachment to the lanyard connector, wherein an attachment is selectively, rotatably mounted onto the [neck] coupling portion such that the [neck] coupling portion is coupled within a portion of the attachment, and wherein the lanyard connector body comprises:

(i) a first portion that is configured to receive the ends of the lanyard substrate therein; and

(ii) a second portion that is selectively coupled at one end thereof to the first portion, wherein the coupling portion extends from an opposing end of the second portion, such that a user can: (A) selectively, rotatably mount an attachment onto the [neck] coupling portion; and (B) selectively attach the second portion to the first portion, wherein the second portion comprises first and second protuberances that are flexible enough to be connected into the first portion and are rigid enough to be maintained within the first portion until the user removes the protuberances,

such that upon removing the protuberances from the first portion (i) the first portion of the lanyard connector body remains coupled to the lanyard substrate and (ii) the second portion of the lanyard connector body and an attachment coupled to the coupling portion can be moved away from the first portion of the lanyard connector body.

11. **(Original)** A lanyard connector as recited in claim 10, wherein the first portion of the lanyard connector body comprises a female portion and the second portion comprises a male portion that is selectively mounted within the female portion.

12. **(Presently Amended)** A lanyard connector as recited in claim 11, wherein the [male portion includes the] coupling portion comprises a neck [thereon].

13. **(Presently Amended)** A lanyard connector as recited in claim [10] 11, wherein the [male portion comprises] first and second [prongs that] protuberances selectively mount within the female portion.

14. **(Presently Amended)** A lanyard connector as recited in claim 10, wherein the [lanyard connector body comprises: (i) a male clamping portion; and (ii) a female clamping portion, the male clamping portion selectively mounting within the female clamping portion to clamp the first and second ends of the lanyard substrate therebetween.] user unbuckles the protuberances by pressing inwardly on the buckles and moves the first and second portions apart.

15. **(Previously Amended)** A lanyard connector as recited in claim 10, wherein the lanyard connector body comprises

a female buckle portion; and

a male buckle portion, the male buckle portion including [the] a neck thereon, the male buckle portion being selectively mounted within the female buckle portion, such

that a user can: (A) selectively, rotatably attach an attachment to the neck; and (B) selectively attach the male buckle portion to the female buckle portion

16. **(Presently Amended)** A lanyard connector as recited in claim 15, wherein the female buckle portion ~~has~~ [(i) a male clamping portion; and (ii) a female clamping portion] shoulders configured to receive notched portions located on respective protuberances.

17. **(Presently Amended)** A lanyard connector as recited in claim 15, wherein the female buckle portion [has (i) a male clamping portion; and (ii) a female clamping portion, the male clamping portion selectively mounting within the female clamping portion to clamp] receives and retains the first and second ends of the lanyard substrate [therebetween] therein.

18. (Presently Amended) A lanyard, comprising:

a lanyard substrate having first and second ends;

a lanyard connector body, comprising:

a female buckle portion; and

a male buckle portion, and

a neck extending from the male buckle portion of the lanyard connector body to

thereby allow selective, rotatable attachment of a variety of different attachments to the lanyard connector, wherein the male buckle portion is selectively mounted within the female buckle portion, such that a user can: (A) selectively, rotatably attach an attachment onto the neck such that the neck is coupled within a portion of the attachment; and (B) selectively attach the male buckle portion to the female buckle portion, wherein the male buckle portion comprises first and second opposing semi-rigid protuberances that are flexible enough to be buckled into respective apertures in the female buckle portion and are rigid enough to be maintained within the female buckle portion until the user unbuckles the protuberances by pressing inwardly and moving the male and female buckle portions apart, [and] wherein the female buckle portion [comprises:

a male clamping portion; and

a female clamping portion, the male clamping portion mounting within the female clamping portion with] retains the first and second ends of the lanyard substrate [therebetween] therein and wherein

the first and second protuberances each include a notched portion configured to selectively contact first and second respective shoulders located in a distal portion of the female buckle portion when the protuberances are buckled into respective apertures in the

female buckle portion, such that upon removing the protuberances from the female buckle portion (i) the female buckle portion of the lanyard connector body remains coupled to the lanyard substrate and (ii) the male buckle portion of the lanyard connector body and an attachment coupled to the neck can be moved away from the female buckle portion of the lanyard connector body.

19. **(Original)** A lanyard as recited in claim 18, wherein the male and female body portion of the lanyard connector are each made from a plastic material.

20. **(Presently Amended)** A lanyard as recited in claim 18, wherein the [male portion comprises] first and second [prongs that selectively mount within the female portion] male buckle portion comprises an elongate member having a proximal surface and a distal surface, the protuberances extending from the proximal surface, and the neck extending from the distal surface.

21. (New) A lanyard connector, comprising:

a lanyard connector body that is configured to be coupled to the ends of a lanyard substrate, the lanyard connector body configured to receive and retain the ends of the lanyard substrate therein; and

a coupling portion extending from the lanyard connector body; the lanyard connector body comprising:

a female buckle portion having (i) a proximal portion configured to receive and retain the ends of the lanyard substrate therein; and (ii) a distal portion; and

a male buckle portion comprising an elongate member and having first and second protuberances on one side of the elongate member that are configured to be selectively coupled to the distal portion of the female buckle portion, wherein the coupling portion extends from an opposing side of the elongate member, the coupling portion allowing selective coupling of an attachment to the lanyard connector and selective decoupling of the attachment from the connector, such that a user can: (A) selectively attach an attachment to the coupling portion; and (B) selectively attach the female buckle portion of the connector body to the male buckle portion of the connector body,

such that upon unbuckling the first and second protuberances: (i) the female buckle portion remains coupled to the lanyard substrate ends; and (ii) the male buckle portion and attachment can be conveniently moved away from the female buckle portion.

22. (New) A lanyard connector as recited in claim 21, wherein the first and second protuberances each have a proximal end and a distal end, the proximal end of each

protuberance entering a respective recess in the female buckle portion when the male buckle portion is coupled to the female buckle portion, and wherein each protuberance includes a distally facing notched portion located between a respective proximal and distal end of each respective protuberance.

23. (New) A lanyard connector as recited in claim 22, wherein the distal ends of the protuberances extend from opposing right and left proximal surfaces of the elongate member and wherein the coupling portion extends distally from a distal surface of the elongate member, such that the coupling portion is opposite the protuberances.